

Narita Airport Joins Influential Global Campaigns

- Raising Awareness and Contributing to Prevention of the Misuse of Aviation for Human Trafficking -

NARITA INTERNATIONAL AIRPORT CORPORATION (NAA) is cooperating with the **It's a Penalty Tokyo Campaign** organized by UK-based NGO It's a Penalty and co-organized by its strategic partner Sport For Smile, as well as with the Blue Heart Campaign operated by the United Nations Office on Drugs and Crime (UNODC). Throughout the duration of the both campaigns, their digital posters and videos will be displayed in the entire airport.

1. Cooperation with "the It's a Penalty Tokyo Campaign"



IT'S A PENALTY

[▲ Campaign logo]

Campaign logo courtesy of It's a Penalty

- This is a campaign designed to raise awareness of the prevention of human trafficking through messages from worldly-famous athletes with the aim of using the power of sports to promote the eradication of the social and global problem.
- Narita Airport will display videos and digital posters with messages from athletes on digital signage boards in the passenger terminals from 2 July to 5 September.

* The official campaign kicks off on 1 July 2021 (UTC) and, allowing for the time difference, NAA will start its display on 2 July.

2. Cooperation with "the Blue Heart Campaign"



[▲ Campaign logo]

Campaign logo courtesy of the UNODC

Webpage: <https://www.unodc.org/blueheart/>

- This campaign is a global awareness raising initiative to fight human trafficking and its impact on society. By wearing the Blue Heart people show their solidarity with the victims.
- Narita Airport will distribute **UNODC's Blue Heart lapel pins** to personnel from the airlines and other airport organizations and business partners and ask them to wear, and will also display campaign images on the digital signage boards in the passenger terminals.

- Campaign date: 30 July 2021

* 30 July is the United Nations World Day Against Trafficking in Person.

By cooperating with the campaigns of these international organizations, Narita Airport sends messages to raise awareness among passengers and airport staff to prevent human trafficking, with the aim of fostering an environment at Narita Airport where human trafficking would not occur.

Air transport connects people, goods and business to every corner of the world with its high speed and convenience, contributing to the development of the world economy and global exchange, but it is also being misused for international crimes such as human trafficking. **As part of our contribution to UN's SDGs, we will continue to support and cooperate with international organizations in their efforts to fight against this international crime.**



~ Protecting Children from Human Trafficking! ~ It's a Penalty Tokyo Campaign to be Launched Supported by Globally Recognized Athletes

July 1 (Tokyo, JAPAN) - It's a Penalty (London, UK) and Sport For Smile (Tokyo, JAPAN) are pleased to announce that "It's a Penalty Tokyo Campaign" will be launched today (12:00 BST/20:00 JST) to protect children from human trafficking and exploitation. "It's a Penalty" campaigns have been delivered during mega sports events since 2014, displaying videos and posters with high profile athletes to raise awareness of the signs of human trafficking and to encourage people to report.

It's a Penalty Tokyo Campaign Outline:

Term: July 1 (20h00 JST) – September 5, 2021

Organizers: It's a Penalty (Organizer)/ Sport For Smile (Strategic Partner)

Project Partners: A21/ Rescue Freedom International/ Airbnb/ Rahab's Daughters

Operations Supporters: Zoe Japan/ JNATIP (Japan Network Against Trafficking In Persons), Rahab's Daughters

Special Cooperation by: Japan Air Lines/ ANA HOLDINGS, INC./ NARITA INTERNATIONAL AIRPORT CORPORATION/ Japan Airport Terminal Co., Ltd./ Tokyo International Air Terminal Corporation/ East Japan Railway Company/ Tokyo Metro Co., Ltd.

IT'S A PENALTY CAMPAIGN

PROTECT CHILDREN & YOUNG PEOPLE FROM EXPLOITATION & TRAFFICKING!

SUSPECT IT? REPORT IT!

IN JAPAN, DIAL +81 (0) 50 3185 3322

TO REPORT ANYWHERE IN THE WORLD VISIT: www.itsapenalty.org/makeareport

#KNOWTHESIGNS

A combination of signs may help to spot potential exploitation and trafficking:

- MAY BE EASILY STARTLED, AGITATED OR AFRAID
- UNABLE TO EXPLAIN JURISDICT OR EXPENSIVE POSSESSIONS
- EXPERIENCE A SUDDEN CHANGE IN MOOD, BEHAVIOUR OR APPEARANCE
- CHILDREN ARE DRESSED INAPPROPRIATELY
- OFTEN RETURN HOME LATE OR ARE STAYING OUT ALL NIGHT
- ACCOMPANIED BY OLDER BOYFRIEND/COMPANION OR CLOSELY OBSERVED BY SOMEONE
- SEEN IN A HOTEL WITHOUT STAYING THERE OR WITH OTHER PURPOSES
- AVOID AUTHORITY FIGURES/LAW ENFORCEMENT OR CANNOT SPEAK FOR THEMSELVES
- UNSURE OF WHERE THEY ARE, DO NOT SPEAK JAPANESE AND DO NOT HAVE THEIR OWN PASSPORT OR CELLPHONE
- ARE UNPAID OR PAID VERY LITTLE AND WORK EXCESSIVELY LONG/UNUSUAL HOURS

For a full list of signs to look out for, visit www.itsapenalty.org/knownthesigns

Human trafficking is the exploitation of people through forced labor or sexual exploitation by means of force, fraud, or coercion. IT IS MODERN DAY SLAVERY.

Supporting Partners: A21, Hilton, Airbnb, ZOE, Surrey, D.A.

IN JAPAN CALL +81 50 3185 3322

Naoko Takahashi
Japanese Olympic Gold Medalist

Sport has the power to change the world

•30-sec Movie
<https://bit.ly/3dnkcs7>



CAMPAIGN AMBASSADORS INCLUDE:

- **Naoko Takahashi** - Japanese Olympic Gold Medalist
- **Naoki Yasu** - Japanese Wheelchair Fencer
- **Ellie Simmonds** - Paralympic Gold Medalist
- **Cathy Freeman** - Olympic & Commonwealth Champion
- **Francois Pienaar** - Rugby World Cup Champion
- **Benjamin Watson** - NFL Player
- **Usain Bolt** - Olympic & Commonwealth Champion

Official English Website (12h00 BST/20h00 JST -):

<https://itsapenalty.org/tokyogames/>

The global launch event will be held online on 1st of July at 20h00 JST (12h00 BST), and speakers include representatives from project and operations partners of IAP Tokyo Campaign, in addition to the organizers. The event can be viewed [here](#), and the recordings will be published at a later date. The movies and posters will be globally published at the start of the event, and the messages to raise-awareness of human trafficking will be posted throughout the campaign, as well as educational materials will be distributed to Japanese schools.

It's a Penalty Campaign has started in 2014 during the FIFA World Cup in Brazil, and at the Rio 2016 Olympic and Paralympic Games it has been implemented as the official project of the IOC as well as it worked with the Pyeongchang 2018 Olympic and Paralympic Games. While the IAP Campaigns focus on "prevention," it also extends hands to victims of human trafficking, and at the IAP Tokyo Campaign, the calls will be taken by specialized NGOs to provide help for the survivors as well. The hotline will be succeeded local Japanese NGOs after the campaign term as a legacy of IAP Tokyo Campaign.

It's a Penalty CEO Sarah de Carvalho commented: "With the pandemic's impact resulting in increased risk of human trafficking and exploitation worldwide, our campaign in Tokyo this summer is more important than ever. We are delighted to be working in collaboration with the sports and travel and tourism industries, as well as local and global , NGOs, for the campaign. We're hopeful that this campaign will raise awareness about human trafficking and exploitation, in order to have a great impact in Japan and globally."

Sport For Smile Founder Mie Kajikawa commented: "It's meaningful for us to serve as the Strategic Partner of the It's a Penalty Tokyo Campaign, coordinating with all the local stakeholders including Japanese athletes, NGOs and major transportation , and



appreciate their generosity and contribution. I believe this campaign brings about positive change for Japanese society.” Mie Kajikawa, CEO.

ZOE Japan Regional Director Hiromi Hataji commented: *Sadly the crime of human trafficking is happening here in Japan even these days, children are sacrificed. We share the mission of It’s a Penalty Tokyo Campaign to help children from human trafficking through the power of sports, and we appreciate the opportunity to be part of the team as a local NGO to assist in its operations.!*

KEY HUMAN-TRAFFICKING & EXPLOITATION STATISTICS

- 24.9 million people are being trafficked and exploited around the world (ILO, 2017)
- 1/3 of detected trafficking victims are children (UNODC, 2021)
- At any given time, there are an estimated 37,000 people living in conditions of modern slavery in Japan. (Global Slavery Index, 2018)
- In 2020, more than 5100 cases of commercial sexual exploitation of children were reported to Japanese law enforcement (National Police Agency, Japan).

About It’s a Penalty:

It’s a Penalty is a global UK-based charity founded by Sarah de Carvalho MBE, in 2014, with a mission to harness the power of sport to prevent abuse, exploitation and human trafficking globally. The charity runs global campaigns around major sporting events which harness the power of sport to prevent abuse, exploitation and trafficking worldwide. It believes that prevention is better than cure, and in positioning these events as platforms for positive change. To achieve this change, it works with some of the biggest names in sport, sporting governing bodies, airlines, hotels, local and international NGOs, governments, travel & tourism companies, law enforcement and the general public.

Website : <https://itsapenalty.org/>

About Sport For Smile:

Sport For Smile is the first-ever platform in Japan to use sport for social change, and it aims to deliver the power of sport to the people in the most need, collaborating UN and World Bank, as well as being funded by FIFA’s official NGO partner, with advisors as Ashoka and Schwab Fellows and globally recognized social activists. In 2019, Sport For Smile received HEROs Award with its Sports Mentoring program.

Website: <https://www.sport4smile.com/en/>



About ZOE Japan:

ZOE Japan supports the global mission based upon the Christian values in the prevention, rescue, and rehabilitation of children in vulnerable situations who are sold or at risk of being sold into bonded labor, prostitution, or traffic in internal organs, and provides resources to bring hope and a good future.

Website: <https://gozoe.org/our-locations/japan/>

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Media Inquiries:

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[About Human Trafficking]

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